



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Schena et al.

Application No. 09/768,535

Filed: January 24, 2001

For: PRINTED MEDIUM ACTIVATED  
INTERACTIVE COMMUNICATION:

:  
: Group Art Unit: 3644  
:  
: Examiner: Holzen, Stephen A.  
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:  
: Attorney Docket No.: 9469-4 DI2  
: (0525555-5005-02)

16/ amptB  
PHH  
4-7-14

**RESPONSE TO OFFICE ACTION**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on June 24, 2003, please amend the above-identified application as follows. A Petition for a Three-Month Extension of Time is being filed simultaneously herewith, and forms a part hereof:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.

RECEIVED  
JAN 16 2004  
GROUP 3600

**CERTIFICATE OF MAILING (37 C.F.R. § 1.8)**

I hereby certify that this paper, and the papers and/or fees referred to herein as transmitted, submitted or enclosed, are being deposited on the date shown below with the U.S. Postal Service with sufficient postage as first-class mail in an envelope addressed to the Mail Stop Non-Fee Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Name Daniel H. Golub

Signature PHH

Date of Deposit December 23, 2003